



MAYOR'S COMMISSION ON POVERTY
REDUCTION
JULY 11, 2013
CITY OF NORFOLK, VIRGINIA



GOALS OF THE MEETING

1. Shared Understanding of Baseline Information on Poverty in Norfolk
2. Adoption and Agreement on Charter and Process
3. Preliminary Identification of Focus Areas
4. Next Steps





LOCAL PROFILE

Poverty in Norfolk

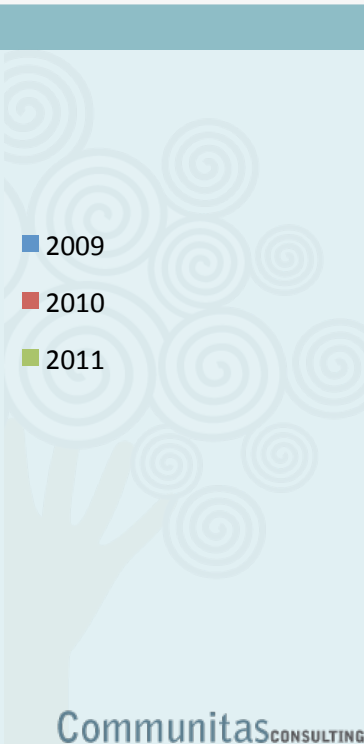
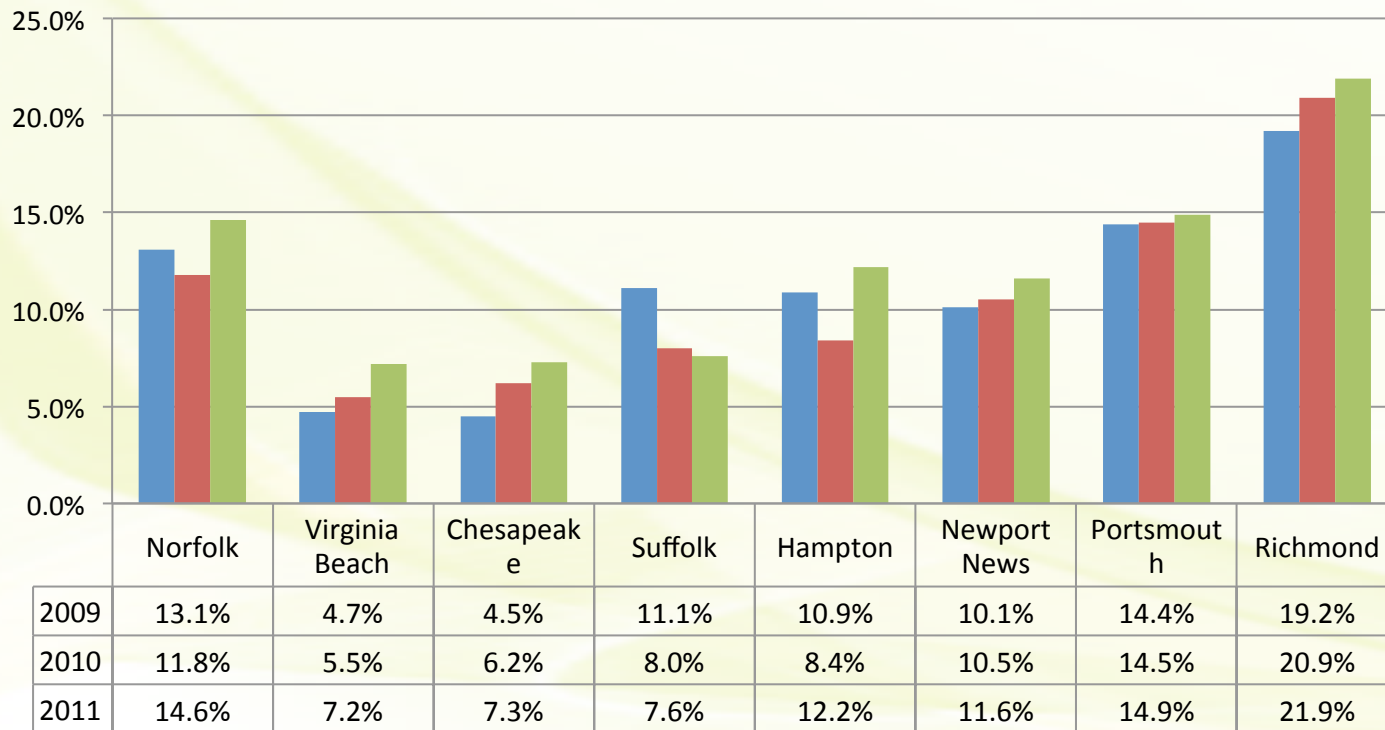
- Who Lives in Poverty In Norfolk?
- Where Do Low-Income Individuals and Families Live?
- Who are the Unemployed? Where are the Jobs?



PERSONS LIVING IN POVERTY IN NORFOLK

Regional Perspective

Percentage of Families (2 or more people) whose Income is Below Poverty Level





FAMILIES LIVING IN POVERTY IN NORFOLK

Poverty Household Composition

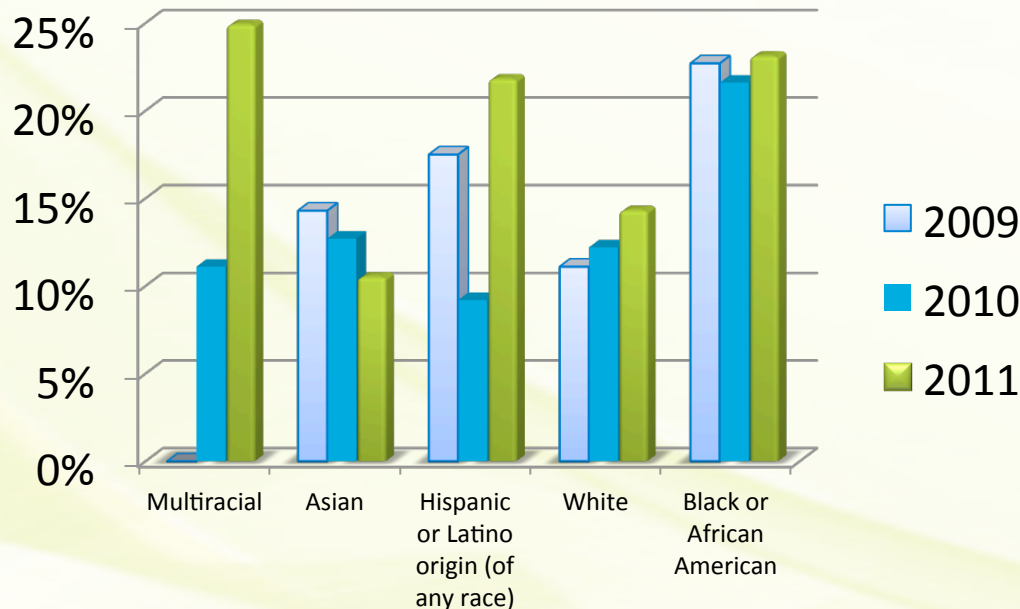
LIVING BELOW THE POVERTY LEVEL	Norfolk		Region	
Persons	41,345	18.8%	189,431	11.7%
Related children under 18 years	13,876	27.9%	67,065	17.4%
Persons 65 years and over	2,158	9.8%	10,907	5.7%
Families	7,202	14.6%	38,232	9.2%
With related children under 18 years	5,949	22.9%	31,389	15.1%
Female-headed households	5,580	34.7%	26,331	28.3%
With related children under 18 years	5,068	44.1%	23,760	36.9%

Note: The region is the Norfolk-Virginia Beach-Newport News, VA-NC Metropolitan Statistical Area (MSA).



RACE AND ETHNICITY, 2009 - 2011

Individuals Below the Poverty Level



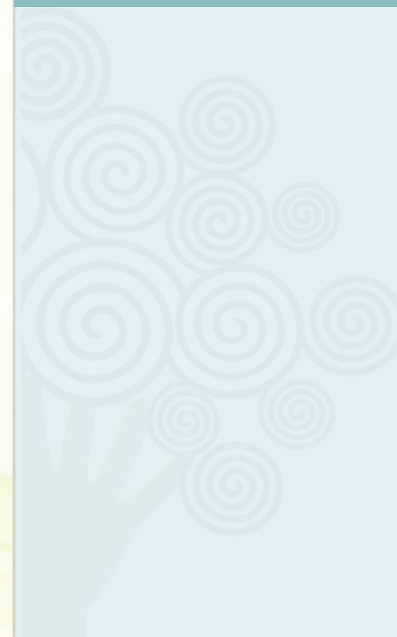
*Source: 2011 American Community Survey 1-Year Estimates



RACE AND POVERTY

Fair Housing Report, 2009

- Minorities have continued to increase as percentage of total population.
 - Norfolk's racial composition is currently 47.6% white, 42.3% black, and 10.1% other.
- Blacks (12.9%) and Hispanics(9.6%) were more likely to be unemployed than Whites (6.2%.)
- Minorities are far less likely to become home owners in Norfolk.
- Public Housing residents:
 - 91.7% of 2, 298 residents were Black, 42.6% are families with children (January 2011).



EDUCATIONAL ATTAINMENT BY POVERTY RATE IN NORFOLK



	Income below the poverty rate	Income above the poverty rate	All Norfolk residents
Less than high school graduate	33%	12%	15%
High school graduate (includes equivalency)	32%	27%	28%
Some college, associates degree	27%	33%	33%
Bachelor's degree or higher	9%	27%	25%
Total	100%	100%	100%

Source: American Community Survey, 2009-2011 three- year estimates



PREDICTORS OF POVERTY

Marital status, work, and education, *Poverty in VA*

- “Strongest predictors of poverty are marital status and work.”
- “Among female headed households nationwide, having at least one person in the household who works reduces the probability of being in poverty from 60 percent to 18 percent.”
- “Married families with at least one worker have a poverty rate of only 2 percent”

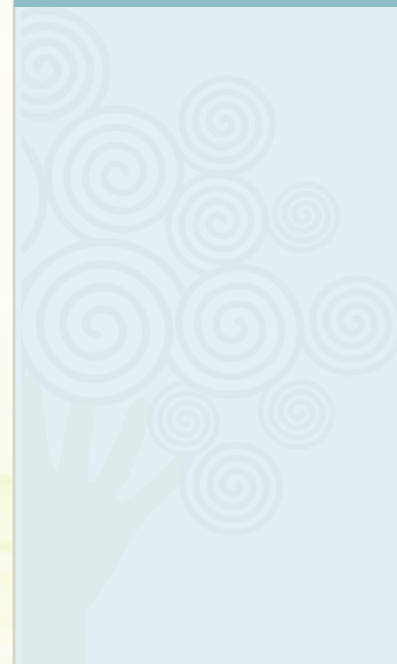




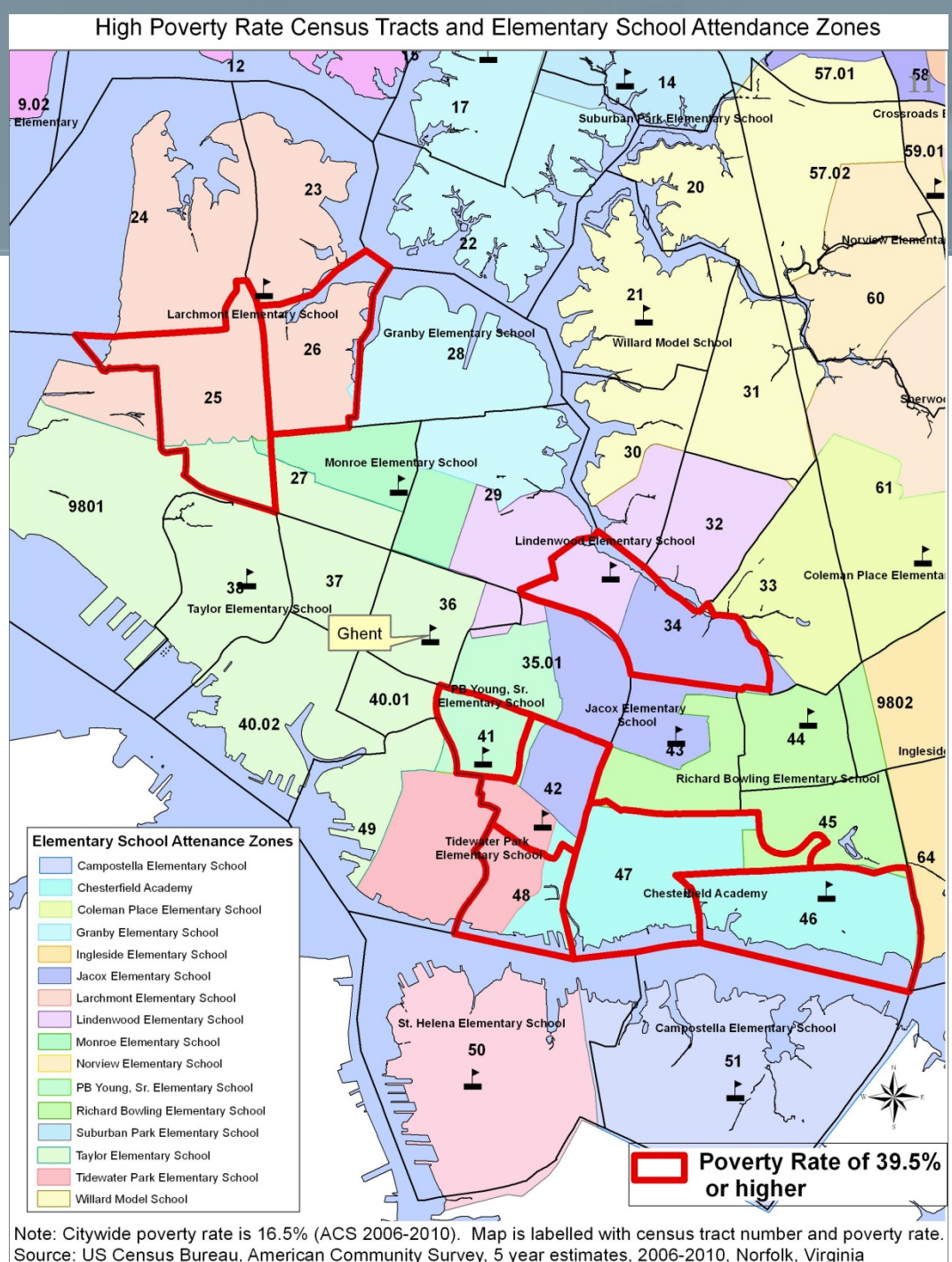
NOT ALL ABOUT MARRIAGE

Education and Employment Shift the Numbers

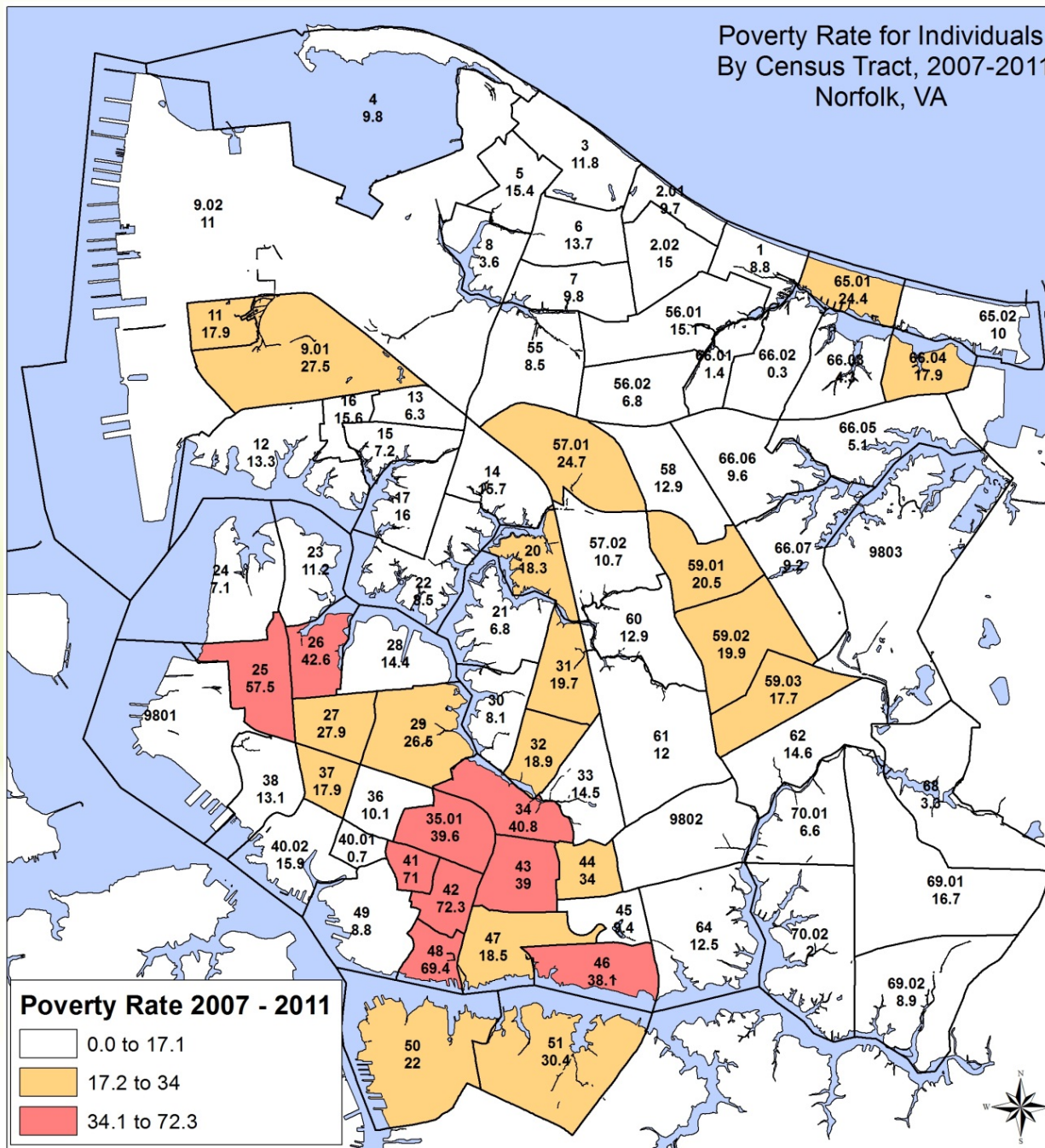
- The poverty rate for married mothers (age 18+) in Virginia is 4.3 percent, while the poverty rate for never married mothers is 37 percent.
- Poverty rate drops to 27.7 percent for employed never married mothers and to **14.5 percent for full-time, year-round employed never-married mothers.**
- If a never-married mother with at least some college education is employed full-time, year-round, her chances of being in **poverty drops to 8.5 percent.**



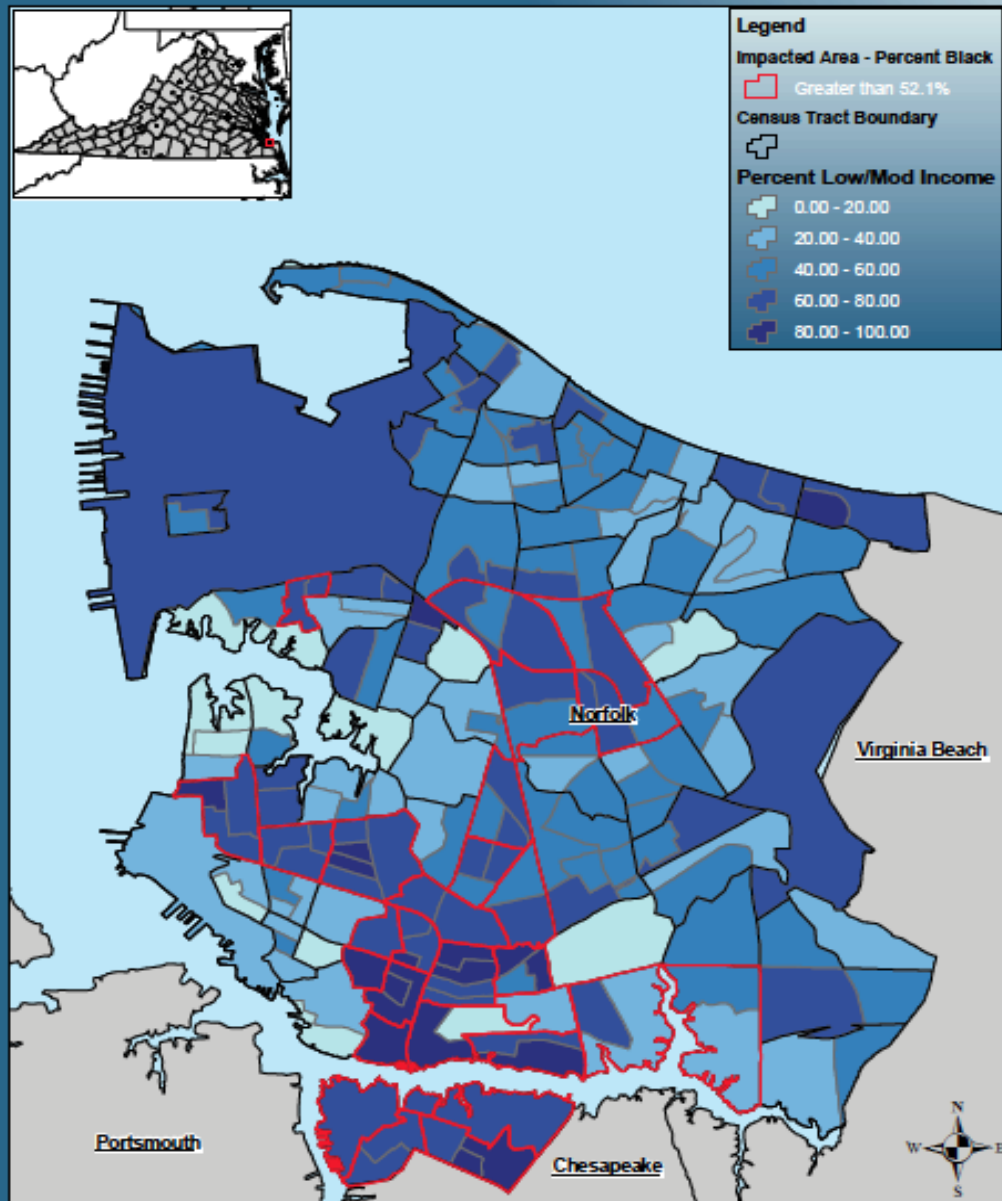
HIGH POVERTY RATE CENSUS TRACTS AND ELEMENTARY SCHOOLS



Poverty Rate for Individuals
By Census Tract, 2007-2011
Norfolk, VA



Note: Citywide poverty rate is 17.1% (ACS 2007-2011). Map is labelled with census tract number and poverty rate.
Source: US Census Bureau, American Community Survey, 5 year estimates, 2007-2011, Norfolk, Virginia



CONCENTRATED
POVERTY, 2009

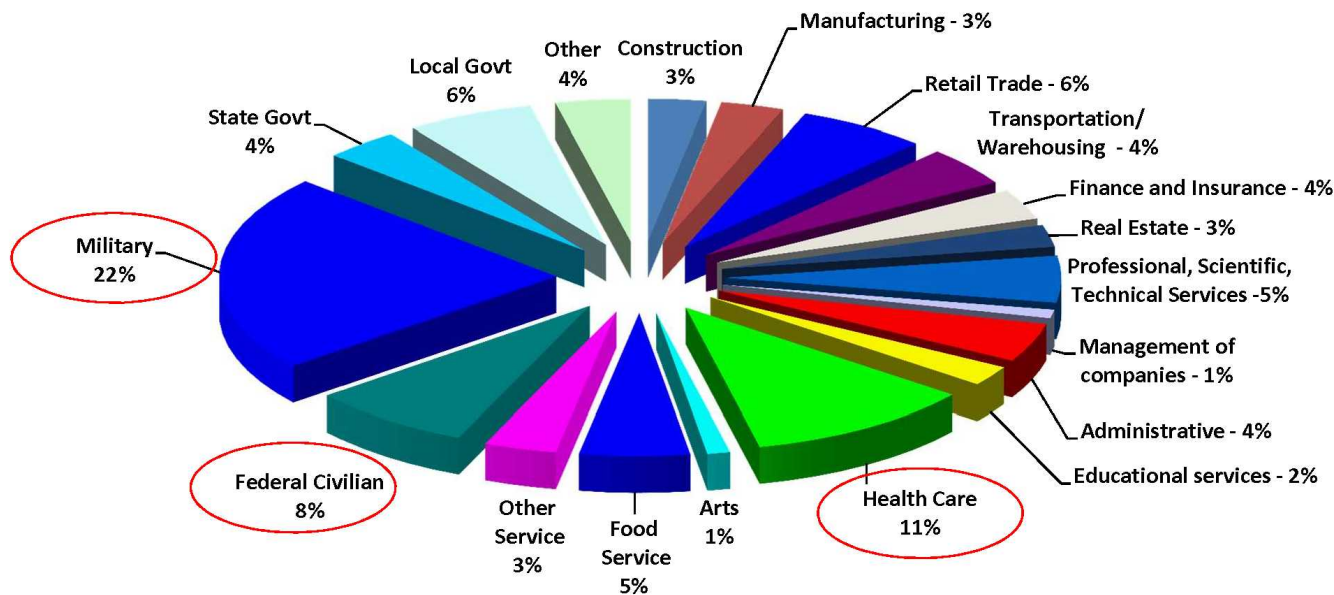


WHO ARE THE UNEMPLOYED?

- Norfolk has an unemployment rate of 13.1% representing 25,514 individuals
- 44.9% are 16-24 years old; 30% are 25-44.
- Regarding education, the largest percentage (18.5%) of the unemployed in Norfolk are individuals with less than a high school diploma (13.3% State);
 - The next largest percentage are high school graduates (15.4%)
- Regarding race and ethnicity, the largest percentage of the unemployed are African American (18.3%), 5 points higher than the statewide rate (13.5%).



MAJOR EMPLOYMENT SECTORS IN NORFOLK



Source: Bureau of Economic Analysis, total full-time and part-time employment by NAICS industry, for 2011
Total employment – 209,930

Military – 22%
Health care – 11%
Retail trade – 8%

Source: BEA, 2011



LARGEST EMPLOYERS IN NORFOLK

50 Largest Employers

- | | |
|--|---|
| 1. U.S. Department of Defense | 26. ODU Research Foundation |
| 2. Sentara Healthcare | 27. Personal Touch Home Care Inc |
| 3. Norfolk City School Board | 28. Tidewater Wholesale Grocery |
| 4. City of Norfolk | 29. Electronic Data Systems Corp |
| 5. Old Dominion University, Norfolk | 30. Farm Fresh |
| 6. Children's Hospital of the King's Daughters | 31. Metro Machine Corp |
| 7. Norshipco | 32. Food Lion |
| 8. Norfolk State University | 33. Soc LLC |
| 9. Portfolio Recovery Association | 34. Aramark Campus LLC |
| 10. Eastern Virginia Medical School | 35. United Services Automobile Association |
| 11. Bank of America | 36. Marine Hydraulics International |
| 12. Maersk Line Limited | 37. Cp&o LLC |
| 13. Postal Service | 38. Lake Taylor Hospital |
| 14. Bon Secours DePaul Medical Center | 39. American Funds Service Co |
| 15. U.S. Navy Exchange | 40. Itt Educational Services Inc |
| 16. Wal Mart | 41. United Express Airtran Jet Con |
| 17. Tidewater Community College | 42. The Virginia Pilot |
| 18. Norfolk Naval Station | 43. Transit Management Companu |
| 19. U.S. Department of Homeland Defense | 44. Hampton Roads Transit |
| 20. Sentara Health Management | 45. Zim |
| 21. Virginia International Terminal | 46. Clark Nexsen Owen Barbieri |
| 22. CMA CGM America | 47. Norfolk Redevelopment & Housing Authority |
| 23. Virginia Wesleyan College | 48. L 3 Unidyne Inc |
| 24. McDonald's | 49. American Red Cross Blood Services |
| 25. Colonnas Shipyard | 50. FHC Options Inc |

Source: Virginia Employment Commission,
Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2012.



ORGANIZING FRAMEWORK

Lessons from Cities and States

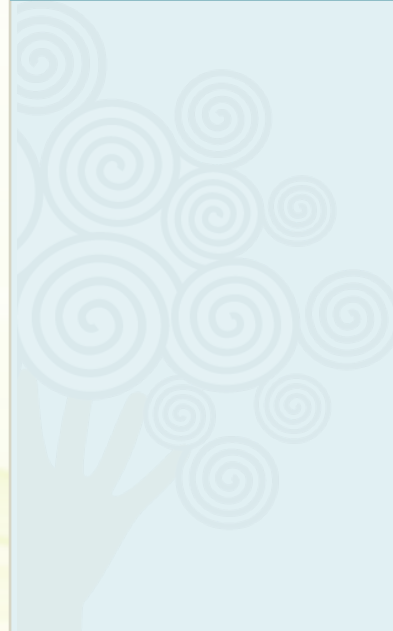
- Lessons Learned
- Promising Municipal Approaches



NYC OPPORTUNITIES

Lessons Learned

1. Committed Mayor
2. Influential Lead Organization
3. Strong City Agency Leaders
4. New Resources
5. Accountability for Management and Results
6. Strong Provider Capacity

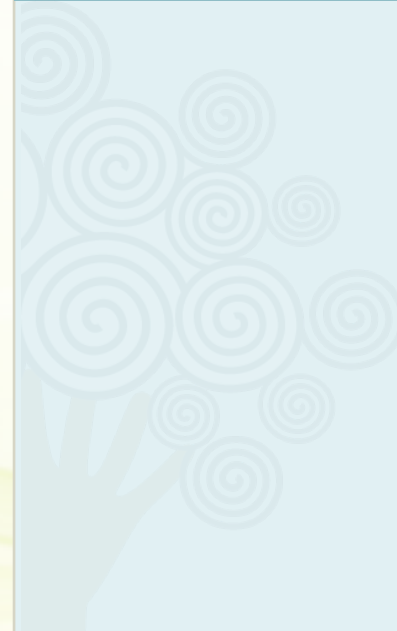




THREE DISTINCT APPROACHES

Review of State and National Plans

- New York City:
 - Priority Populations
- San Francisco:
 - Priority Neighborhoods
- Commonwealth of Virginia and City of Richmond
 - Comprehensive Approach





COMMONWEALTH OF VA AND RICHMOND

VA Poverty Reduction Task Force

- Invest in young children and strengthen family
- Enhance workforce readiness
- Increase the returns on work
- Promote savings and asset accumulation
- Expand safety net for families in crisis

Mayors Anti-Poverty Commission Report

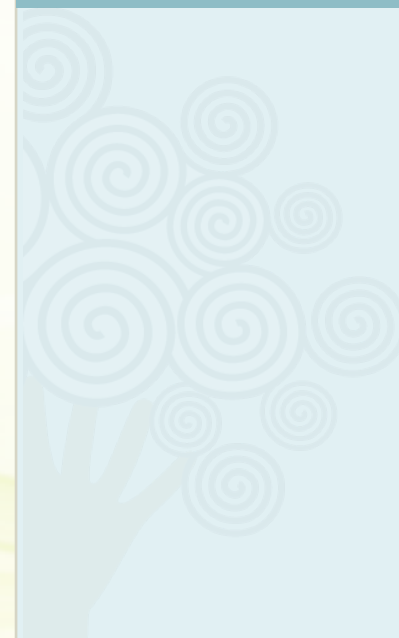
- Education and Workforce Development: Early childhood development, educational pipeline, disconnected youth
- Job Creation: Recruitment of businesses, matching residents with jobs
- Transportation and Regionalism: Extend public transportation service
- Policy and Legislation: Make work pay, strengthen safety net, strengthen families
- Unique, healthy and inclusive communities: Comprehensive citywide housing plan
- Asset Building: Financial literacy education



CATEGORIES OF ANALYSIS

Review of 10 Plans

- Workforce Development – All Plans
 - Most focus on older youth and/or young adults, 18-30
- Financial Stability/Making Work Pay– 9 plans
- Health and Social Service Supports for Work – 7 plans
- Early Childhood Development – 6 plans
- Neighborhood Revitalization and Support – 3 plans
- Housing Stability – 3 plans

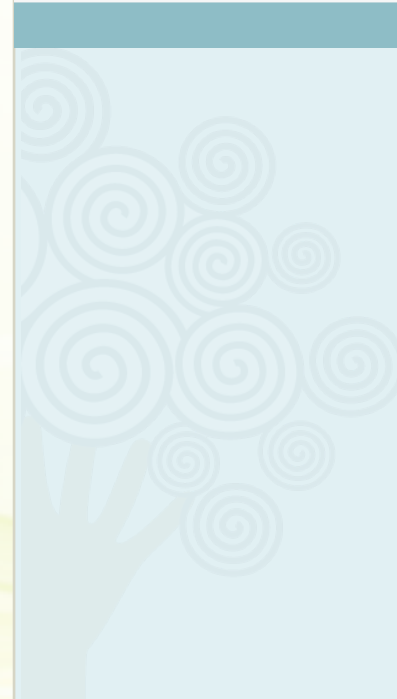




HALF IN TEN

Campaign to cut poverty rate in half in ten years

- **Creating Good Jobs**
 - Preventing lay offs
 - Encouraging private sector jobs through TANF Emergency Fund
 - Creating temporary public service employment
 - Maintaining demand through unemployment insurance
 - National Service for youth and jobs for youth
 - Indexing minimum wage to half the average wage
- **Strengthening Families and Communities**
 - Improve child tax credit
 - Reduce child care costs for low-income families
 - Reconnect disconnected youth
 - Greater inclusion of fathers
- **Economic Security:**
 - Unemployment Insurance
 - Adequate Nutrition
 - Affordable Housing
 - Improving Access to Safety Net Programs
 - Encouraging Asset Building

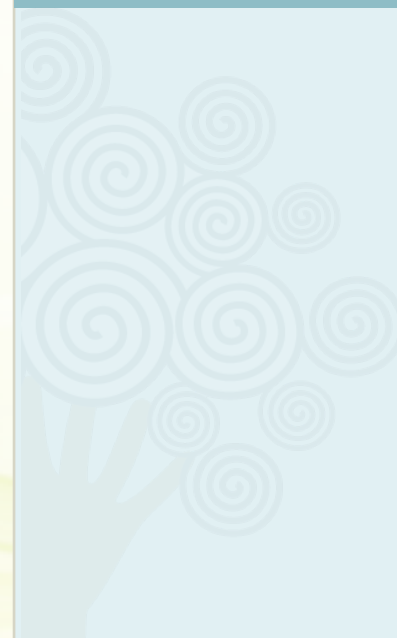




EMERGING TOPICS

Draft Strategies to Reduce Poverty in Norfolk

- Workforce Development: Adults and Older Youth
- Early Childhood Development: Children, 0-5
- Financial Stability/Asset Development: Working Poor Individuals and Families
- Neighborhood Revitalization and Support

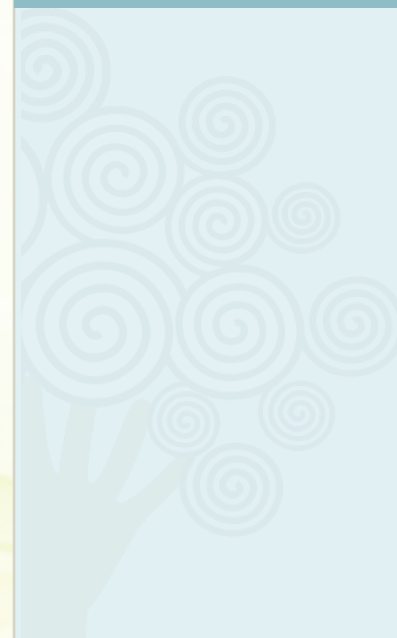




FORTHCOMING SESSIONS

Clear targets, approaches and methods

- For each area, determine:
 - Population Focus
 - Outcomes to Change
 - Effective Strategies, Critical Partners
 - Scope of Effort/ Resources Available and Needed
- Broad plan with citywide goals.....or focused set of programs and approaches at neighborhood level?
- Increased coordination of existing services.....and/ or new resources?





IMPLEMENTATION

- Guidelines for the Report
- Areas of Focus
- Next Steps



REPORT PRINCIPLES : DRAFT CONCEPTS

- Have measurable results
- Be cost effective
- Leverage public and private partnerships
- Be implementable
- Cut across agency divides and spark collaborative solutions



GETTING STARTED

Next Steps



- Timeline and Process
- Ad Hoc Work Groups
 - Research, Presentation, Refining Strategies
 - Identifying and Engaging Public/Private Partners
- Resident Engagement
- Building and Coordinating Across Issues and Agencies
 - Final Plan Development
- Results – Setting Targets and Benchmarks



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